



# ROADMAP TO NET ZERO

**PIEMINISTER**



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Since we began, our mission has been to make pies that are as sustainable as they are delicious. Launching our Pies, Planet, People commitments in 2020 was a way for us to up our game, by setting nine ambitious sustainability targets to hit by 2025.

It's now time for us to set our Pies, Planet, People commitments for the next five years. In addition to this, as members of the UN's Race To Zero, we're ready to present our first Net Zero Roadmap – a clear action plan to show how we'll achieve our Net Zero goal.

As one of the UK's most-loved pie brands, we are determined to lead the way when it comes to minimising our environmental impact. The food industry is as much a driver of climate change as it is extremely vulnerable to it. The climate crisis is already directly impacting millions of lives globally and it's no longer a case of "if" but "when" and "how bad". There is still time to avoid the worst effects of climate change, but only if we all act now. Given this urgency, we believe it is the duty of every brand and business to demonstrate their commitment to tackling emissions with action.

So for the sake of future generations of pie lovers, here are our Net Zero commitments and the route we've mapped out to get us there.



*Love Tris and Jon*  
(Founders and MDs)



# Our journey so far

Pieminister began in 2003 when brothers-in-law Jon and Tristan started making and selling pies from a small bakery and shop in Bristol to an ever-growing queue of fans. Next came an iconic pitch at Glastonbury and a stall at Borough Market. Now, with our own pie shops nationwide, we also supply some of the finest pubs and food halls across the UK as well as several major supermarkets.

Still an independent family business, our Pies, Planet, People commitments are central to our business strategy. This roadmap outlines the steps to achieving number four, "We will achieve Net Zero carbon emissions across all scopes by 2040". Progress on the other commitments can be read in our annual impact report.



## PIES

- 1** We will never compromise on our high animal welfare standards\*, and we will grow and prioritise our non-beef product range whilst encouraging sustainable farming practices for our British predominantly grass-fed beef. (\*Free range chicken, pork & eggs; wild venison; predominantly grass-fed beef)
- 2** We will champion the use of deforestation-free and sustainably farmed ingredients across the industry, and continue to educate on the difference between non-sustainable and Identity Preserved palm oil
- 3** We will only work with like-minded suppliers that share our commitment to being a force for good

## PLANET

- 4** We will achieve Net Zero carbon emissions (across all scopes) by 2040
- 5** We will work to make 100% of our packaging reusable, widely recyclable, or easy to home compost
- 6** We will continuously reduce all types of waste generated and maximise the amount that is recycled or composted – with zero sent to landfill

## PEOPLE

- 7** We will give our time and financial support to UK and global charity partners by delivering our Pies, Planet, People efforts alongside healthy profit margins
- 8** We will cultivate a supportive and inclusive internal culture where everyone feels valued for what they do (and enjoys doing it)
- 9** We will commit to giving a proportion of our time in work to external volunteering & social action

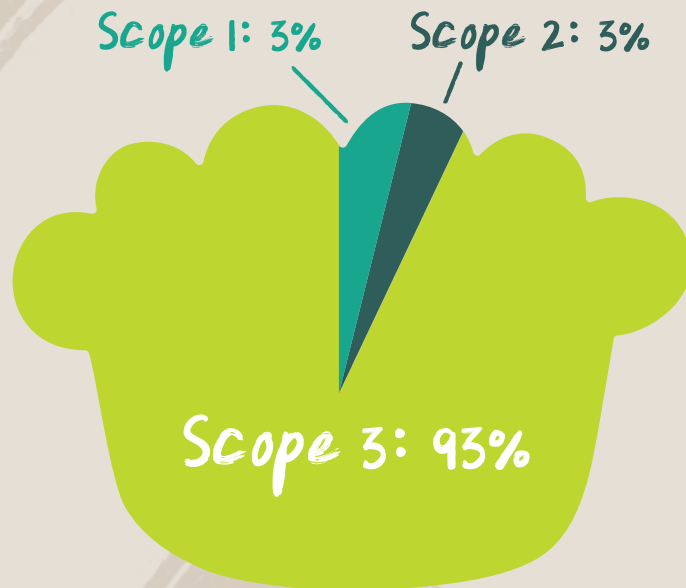




# The starting point

With over 4 million pies being baked, chilled and delivered from our Bristol bakery each year, along with multiple busy restaurants, you'd be forgiven for thinking these would be our biggest sources of emissions. However, as the table of our baseline emissions below shows, over 93% of our carbon emissions come from indirect sources such as the ingredients that we purchase and the energy customers use to heat the pies. This means that reducing our impact will involve collaboration with all our stakeholders – suppliers, customers, consumers and pie staff.

## BASELINE EMISSIONS SPLIT

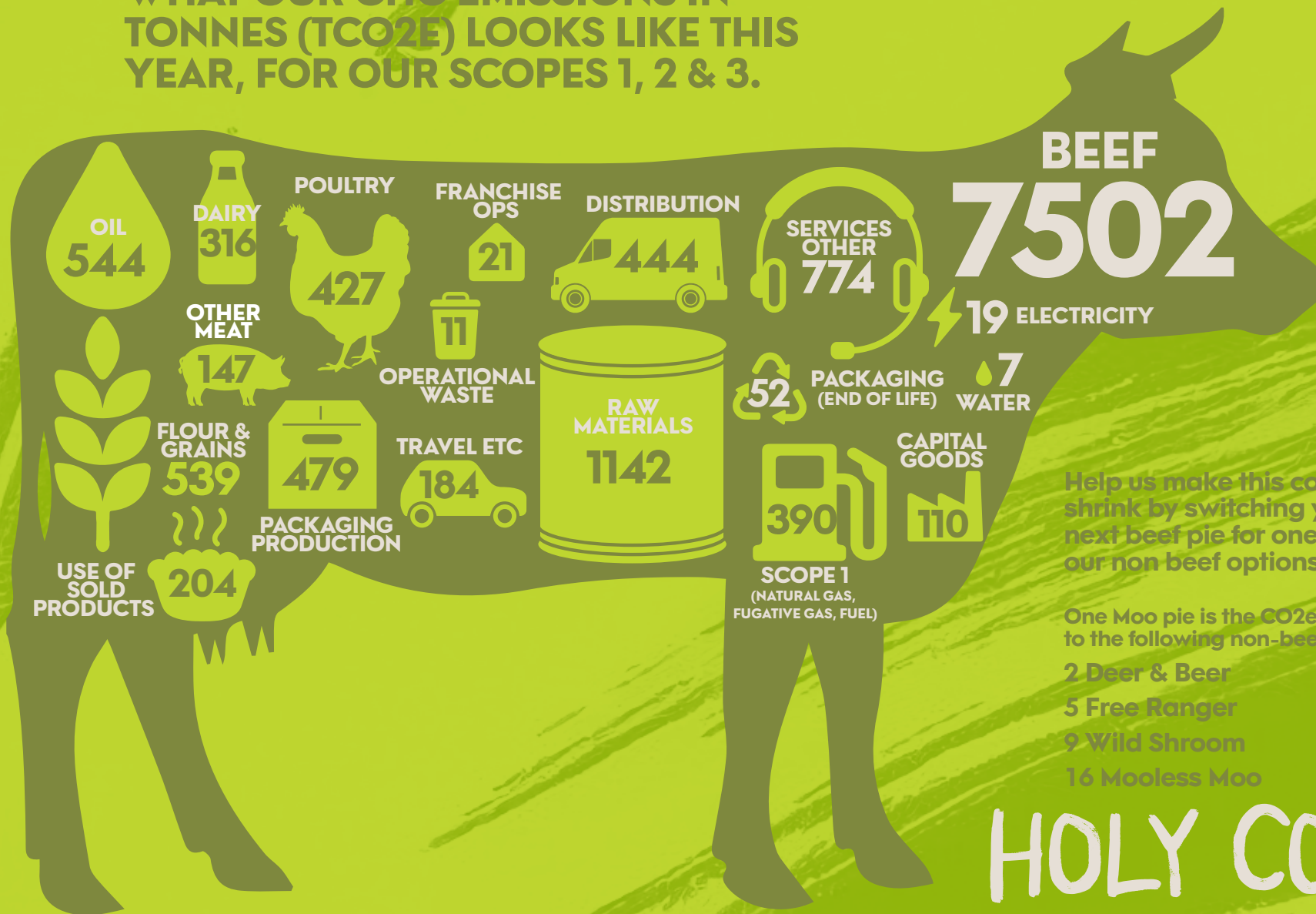


*\*Note: we first measured our emissions from direct operations (scope 1 and 2 and some of scope 3) in 2019, followed by all emissions from 2022 onwards. We are therefore using 2019 as our baseline year for scopes 1 and 2 and 2022 for scope 3 - indicated by the GREEN values.*

EMISSIONS AREA	Baseline *(tCO <sub>2</sub> e)	% Baseline
<b>SCOPE 1</b>		
Gas	309	2.4%
LPG	11	0.1%
Fugitive Emissions	31	0.2%
<b>SCOPE 2</b>		
Electricity	549	4.2%
<b>SCOPE 3 (OPERATIONAL)</b>		
Business Travel	51	0.4%
Commute	157	1.2%
Working from Home	11	0.1%
Waste	14	0.1%
Water	7	0.1%
Franchises	0	0.0%
Fuel and Energy related activities	186	1.4%
<b>SCOPE 3 (UPSTREAM)</b>		
Purchased Goods and Services	10,600	81.4%
Capital Goods	45	0.3%
Upstream Transportation and Distribution	400	3.1%
<b>SCOPE 3 (DOWNSTREAM)</b>		
Downstream Transportation and Distribution	46	0.4%
Use of Sold Products	557	4.3%
End of Life Treatment of Sold Products	49	0.4%
<b>TOTAL</b>	<b>13,023</b>	

Emissions calculated in accordance with the GHG Proto GHG Protocol Corporate Accounting and Reporting Standard and using the latest conversion factors from the Department for Business, Energy & Industrial Strategy (BEIS).

WHAT OUR GHG EMISSIONS IN  
TONNES (TCO2E) LOOKS LIKE THIS  
YEAR, FOR OUR SCOPES 1, 2 & 3.



Help us make this cow shrink by switching your next beef pie for one of our non beef options!

One Moo pie is the CO2e equivalent to the following non-beef pies:

- 2 Deer & Beer
- 5 Free Ranger
- 9 Wild Shroom
- 16 Mooless Moo

HOLY COW!

The UN's Net Zero Coalition defines Net Zero as "Cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions reabsorbed from the atmosphere, by oceans and forests, for example." The remaining emissions (no more than 10% of baseline, advised by the SBTi standard) must be removed using natural or technological carbon removal methods.

# Our Net Zero ambition

## OUR GOAL IS TO ACHIEVE

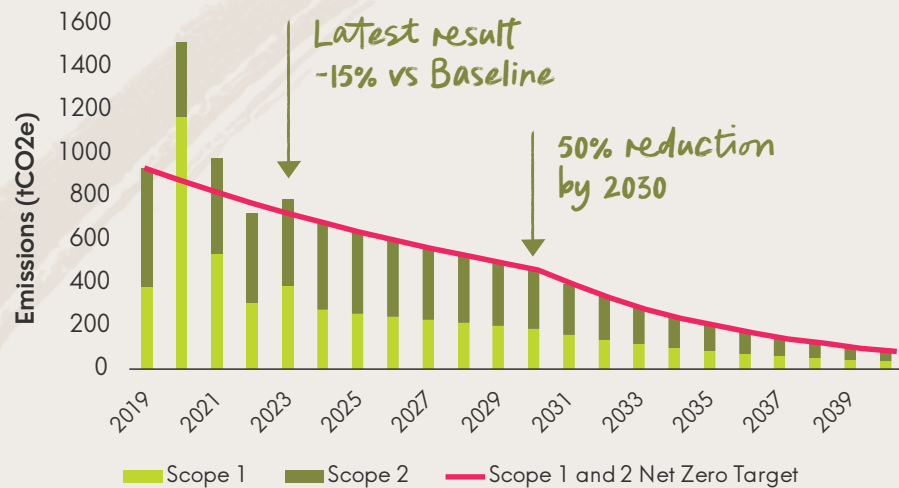
Net Zero carbon emissions across all scopes by 2040.

Our interim target is to achieve at least a 50% reduction by 2030 in line with the Race to Zero global goal.



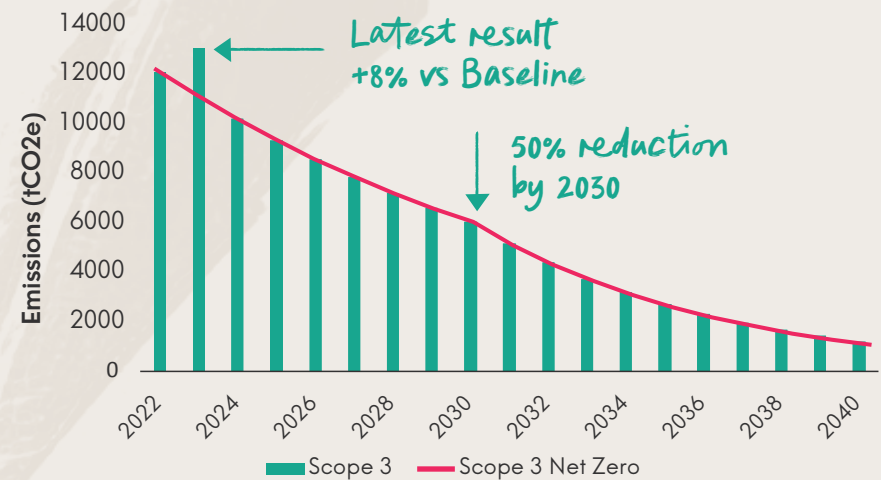
# The Ambition

## Net Zero Target - Scope 1 & 2



In 2023-24 (the latest result at time of writing), Scope 1 and 2 emissions had already been reduced by 15% vs baseline. This is slightly behind the target, but energy reduction projects already in progress should bring this back on track over the next couple of years.

## Net Zero Target - Scope 3



The majority of Scope 3 emissions are not within our direct control and so will, as with any business, be the biggest challenge to reduce. In 2023, Scope 3 emissions were +8% vs baseline, in part due to higher sales volumes, increased intensity factors for key ingredients and capital goods purchases. Supplier collaboration, along with industry-wide agriculture shifts, will drive the major reductions here.





Delivery of our ambition will be achieved through focusing on 4 key strategic pillars:



**BUILDINGS  
& PROCESS  
ENERGY**



**WASTE,  
WATER &  
PACKAGING**



**FOOD  
SOURCING**



**TRAVEL &  
TRANSPORT**

Underpinned by  
a foundation of:



**SKILLS &  
TRAINING**



**GOVERNANCE  
& FINANCE**







## BUILDINGS & PROCESS ENERGY

*Retrofit existing buildings and improve operational efficiencies*

This is the pillar we have the most direct control over as most emissions fall into our Scope 1 & 2. To achieve our targets, it will need some significant capital investment into our manufacturing and office facilities.

### Initiatives already implemented:

- Smarter start up and shutdowns in the bakery and restaurants
- LED light upgrades & compressed air system improvement
- Equipment timers and automation
- Investment into green energy tariffs

### Key actions over the next 5 years:

- Further improvements to start up and shutdown procedures
- Steam boiler heat recovery system
- Solar PV installation on our manufacturing facilities
- Refrigeration upgrades and switch to low GWP refrigerants
- Decarbonisation of cooking and baking processes

### External dependencies:

- Decarbonisation of the National Grid (electricity and gas) – which we're actively supporting through green energy procurement at all our sites



## FOOD SOURCING

*Collaborate with suppliers to accelerate low carbon food production*

Like most food businesses, the ingredients we source for our pies contribute to over 76% of our total emissions, so the reduction plans here are critical to our Net Zero ambition. Given these emissions are generated outside of our direct control it is vital we build strong relationships with our suppliers to bring them down together.

### Initiatives already implemented:

- Supplier audits phase 1 & 2
- Pie innovation of top-selling lower carbon pies such as the "Mooless Moo"

### Key actions over the next 5 years:

- Supplier specific emissions for key ingredients
- Explore supply options from sustainable (inc. regenerative) sources
- Supplier audits phase 3 – with increased data requirements and commitment
- Continued product innovation using our internal 'pie emissions calculator' to decrease the carbon intensity of our range

### External dependencies:

- FLAG (Forest, Land and Agriculture) industry wide decarbonisation
- UK consumer transition to lower carbon diets – which we will support through great tasting lower carbon alternatives and education





## WASTE, WATER & PACKAGING

*Reduce, reuse, recycle to minimise our resource usage*

Waste, water and packaging (both the creation of and end of life disposal) make up 4% of our total emissions. Initiatives here also feed into our Pies, Planet, People commitments 5 & 6 (see page 2).

### Initiatives already implemented:

- Plastic windows removed from retail pie boxes (saving 3.5 tonnes of plastic per year!)
- Removed polystyrene and superfluous plastic from logistics packaging
- Full company waste stream audit to ensure all sites have separate bins for all waste types – including sending all food waste to anaerobic digestion
- Supplier collaboration to reduce supply chain packaging – including implementing returnable containers for high volume ingredients
- Packaging innovation to decrease weight, size and material type impact

### Key initiatives over the next 3 years:

- Logistics packaging return and reuse portal for customers and consumers
- Decreasing general waste further through increased recycling streams
- Innovation and process improvements to reduce food waste
- Continued collaboration with suppliers and logistics providers on supply chain packaging improvements

### External dependencies:

- UK recycling infrastructure improvements (notably food and carton recycling)



## TRAVEL & TRANSPORT

*Transition to low/zero carbon transport across whole supply chain*

The methods by which we travel and transport our products currently contribute 4.5% of our total emissions. Most of this falls into Scope 3, so we will need to work with our logistics providers to drive this down (pun intended...)

### Initiatives already implemented:

- Sustainable travel facility investments such as increased bike storage and changing facilities
- Sustainable travel policy to minimise unnecessary travel and suggested low-carbon options
- Full supplier review to eliminate the most carbon-intensive inbound logistics

### Key initiatives over the next 3 years:

- Transition of Pieminister van fleet to EVs & route optimisation
- Outbound logistics electrification (where technology and infrastructure available)
- Working with suppliers to speed up transition to lowest carbon-intensive inbound logistics possible
- Further improvements to internal travel policy and benefits incentives

### External dependencies:

- Accelerated decarbonisation of the transport sector (in particular heavy-duty refrigerated vehicles)





## SKILLS & TRAINING

*Our people are critical to the delivery of our Net Zero ambition.*

We already have a fantastic, engaged pie crew who we will continue to invest in and equip with increased sustainability and carbon literacy. We will ensure all managers are skilled in how to drive sustainable change within their area of the business and embrace some healthy competition and incentive between teams! Through appointments of Green Champions and our very own COP (Conference of the Pies), everyone in the business will feel equipped to deliver our sustainability goals.



## GOVERNANCE & FINANCE

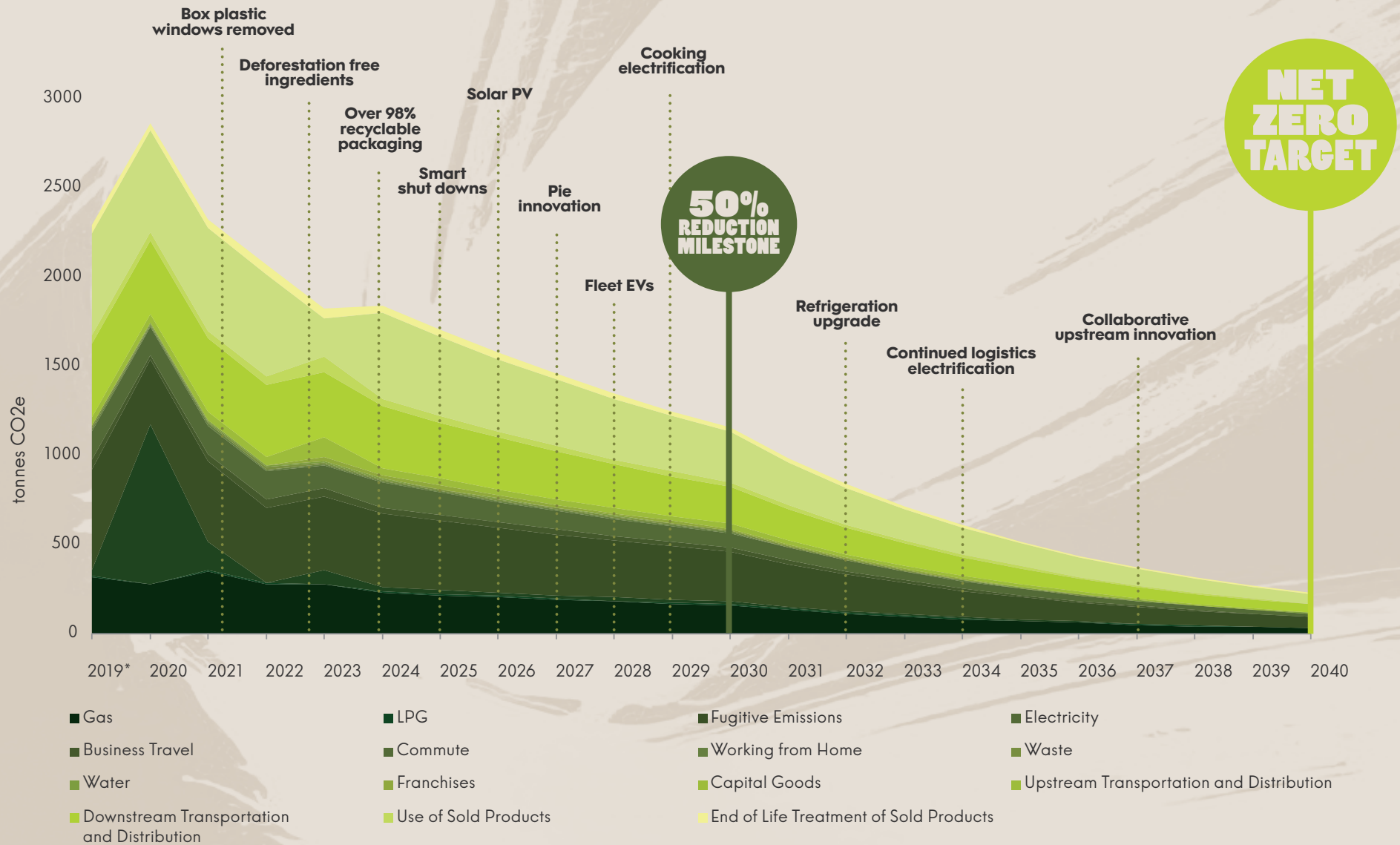
The Pies, Planet, People goals, within which our Net Zero target sits, is integrated fully into our central business strategy overseen by the Board of Directors.

Whilst it is not possible to separate out all Net Zero related costs and investments over the next 15 years (given its centrality to business strategy), we know that at least £1.5m will need to be invested to keep us fit to thrive within an increasingly changing climate.



# PIEMINISTER NET ZERO ROADMAP

Excluding Purchased Goods and Services



# LET'S WORK TOGETHER

If you are a pie consumer, customer or supplier then our carbon footprint is part of your carbon footprint!  
Please feel free to get in touch if you have any comments or ideas to support us all getting to Net Zero:

**[hello@pieminister.co.uk](mailto:hello@pieminister.co.uk)**

Or contact our sales team to discuss stocking our pies in your venues:

**[sales@pieminister.co.uk](mailto:sales@pieminister.co.uk)**

## FIND OUT MORE

Going forward, our carbon reduction updates will be incorporated into our annual Impact Report which is published each summer.

Visit the website for all our Impact Reports and latest updates:

**[www.pieminister.co.uk/sustainability](http://www.pieminister.co.uk/sustainability)**



**PIES  
PLANET  
PEOPLE**